



DM-36-G

April 2, 1993

To All Division Managers

SUBJECT: First Quarter 1993 Coupons

D. M. *[Signature]* 14/10/93
T & D *[Signature]* 14/11/93
S. R. M. *[Signature]* 14/11/93
S. A. M. *[Signature]* 14/11/93

919-741-5000
Winston-Salem, N.C. 27102

You were recently given the opportunity to convert First Quarter monies from coupons to buydown monies in order to react to changing marketplace conditions. In some cases, first quarter coupons converted to buydowns had already been shipped to division offices. So that we may reconcile first quarter budget monies, please return any first quarter coupons residing in your office whose budget has been converted to buydown monies. Coupons should be returned as outlined in procedures for the return of active coupons in DM letter SM-19-G dated January 22, 1993. **IMPORTANT:** A return authorization number must be provided by Sales Materials Logistics as outlined in SM-19-G.

In addition to sending back first quarter coupons which have been converted to buydown monies, it will also be necessary to return any coupons with 3/31/93 expiration dates. Again, utilize DM letter SM-19-G and follow return instructions for obsolete coupons.

Following is a listing of coupons expiring on 3/31/93, which should be returned:

<u>Program #</u>	<u>Item #</u>	<u>Coupon Value</u>
WINSTON		
200111	217868	\$1.00/2 Packs
200944	222004	\$1.50/3 Packs
201045	221993	\$1.00/2 Packs
202573	354499	\$.50/Pack
200945	221982	\$3.00/Carlton
202101	262539	\$3.00/Carlton
202112	261703	\$3.00/Carlton
202454	353784	\$3.00/Carlton
202574	354477	\$4.00/Carlton
SALEM		
201934	220497	\$1.00/2 Packs
202059	254960	\$.50/1 Pack
CAMEL		
201681	238746	\$1.50/3 Packs
202237	274958	\$1.50/3 Packs
202189	266510	\$1.00/2 Packs
202238	274936	\$3.00/Carlton
201683	238757	\$2.00/Carlton
200953	210344	\$2.00/Carlton

PROGRAM CONTACTS: Barbara Mason - Ext. 3342
Bill Brown - Ext. 3324

R. J. Reynolds Tobacco Company

M-4

"We work for smokers."

51854 1765